

### **REMARKS**

Claims 1-4, 6-19, 22-25, 27-34 and 36 are pending in the application. Claims 1-4, 6-19, 22-25, 27-34 and 36 stand rejected.

Applicant respectfully requests reconsideration in view of the foregoing amendments and the remarks hereinbelow.

#### **Rejection of Claims under 35 U.S.C. 103:**

Claims 1-4, 7-10, 14, 17, 18, 23-25, 29-34 and 36 stand rejected under 35 U.S.C. 103(a) as being unpatentable over Miller (US 2003/0052865) in view of Burger et al. (US 2005/0116026). Neither Burger, nor Miller discloses providing a display controller and write-once solid state memory that are combined in a single integrated circuit or that are combined by being potted together by a protective resin. This is not merely a matter of rearrangement, but instead provides a mechanism that prevents undetected alteration of the information that is stored in the write once memory. It will be appreciated that in conventional trading cards, a premium is placed upon certain cards because of the content that they present, (i.e. a particularly famous person or event) and the total number of like cards in circulation. This attracts counterfeiting of the higher value cards which in the case of electronic and trading cards can best be accomplished by the expedient of reprogramming lower value content cards with higher value content.

However, because the claimed memory is write only, it is necessary to replace the memory in order to change the content and because the display controller and the write-once solid state memory are combined in a single integrated circuit or potted together by a protective resin it becomes substantially more difficult to use existing devices to form counterfeit versions of highly sought after cards.

This does not appear to be taught or suggested in the prior art of record. It is respectfully submitted, therefore, that in view of the above amendments and remarks, that this application is now in condition for allowance, prompt notice of which is earnestly solicited.

Respectfully submitted,



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